

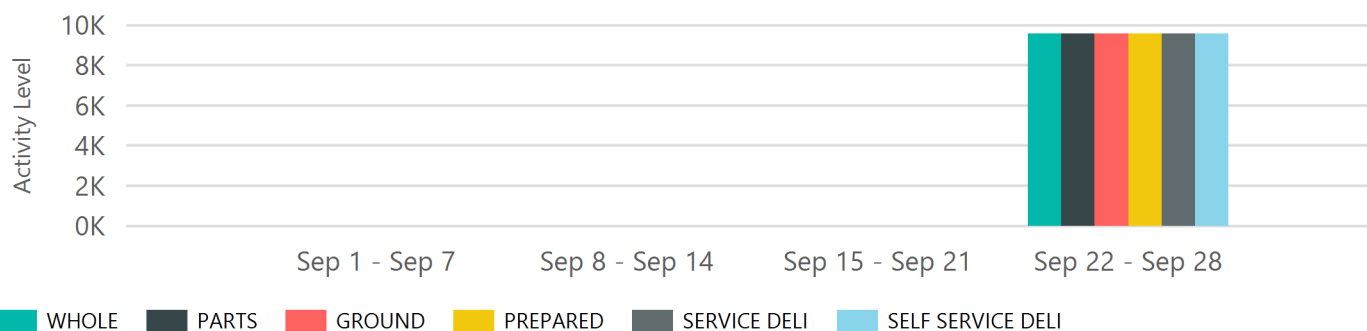


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## MARKET HIGHLIGHTS

Turkey feature activity declines again this week. Whole birds make another limited appearance but can only be found in one region. Frozen bone-in breast are more available but usually found at higher price levels. Marinated tenders retreat into the shadows after a strong showing last week. You will tend to pay a little more for smoked dark parts this promotional cycle. Grind activity increases, with most retailer's attention being focused on conventional 85% lean and specialty 93-94% lean. Most ground items can be found at better values this week, except for conventional 85%. This week, deli activity increased slightly, with most of the limelight on smaller sized self-service packages. Turkey processor label deli meats, along with the large sized self-service packages are viewed at lower prices.

### Weekly Activity Index



## NATIONAL

### METRICS

	Current Week	Previous Week	Previous Year
Total Outlets	28,820		
Activity Index	358,900		
Feature Rate (%)	33.7%		

Item	Environment	Condition	Current Week		Previous Week		Previous Year	
			Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)

### WHOLE - DOLLARS PER LB

#### Fresh

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	19,140	1.68
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	9,570	5.32
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	9,570	1.63

#### Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	19,140	1.53
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## PARTS - DOLLARS PER LB

Fresh

BREAST TENDERS	Conventional	Fresh	9,570	1.33
BREAST TENDERS, MARINATED	Conventional	Fresh	9,570	1.43
BREAST, CUTLETS	Conventional	Fresh	9,570	2.53
BREAST, SPLIT BONE-IN	Conventional	Fresh	9,570	1.23
BREAST, STRIPS	Conventional	Fresh	9,570	2.23
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	9,570	2.43
BREAST, WHOLE BONE-IN	Conventional	Fresh	9,570	1.23
BREAST, WHOLE BONELESS	Conventional	Fresh	9,570	2.53
DRUMSTICKS	Conventional	Fresh	9,570	1.03
DRUMSTICKS, SMOKED	Conventional	Fresh	9,570	1.63
NECKS	Conventional	Fresh	9,570	0.63
NECKS, SMOKED	Conventional	Fresh	9,570	1.03
THIGHS	Conventional	Fresh	9,570	1.03
WINGS	Conventional	Fresh	9,570	2.03
WINGS, SMOKED	Conventional	Fresh	9,570	2.14

## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	9,570	4.03
GROUND 93% LEAN	Conventional	Fresh	9,570	4.53
GROUND 93-94% LEAN	Conventional	Fresh	9,570	5.53
GROUND BREAST	Conventional	Fresh	9,570	6.03
GROUND BREAST	USDA Organic	Fresh	9,570	9.72
GROUND PATTIES/BURGERS	Conventional	Fresh	9,570	5.03
GROUND ROLLS/POUCH	Conventional	Fresh	9,570	3.03
GROUND SAUSAGE	Conventional	Fresh	9,570	3.03

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	9,570	8.03
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	9,570	8.03
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	9,570	10.04
SERVICE DELI CAT 1	Pasture Raised	Prepared	9,570	13.73
SERVICE DELI CAT 2	Conventional	Prepared	9,570	6.54
SERVICE DELI CAT 3	Conventional	Prepared	9,570	5.03
SERVICE DELI HAM	Conventional	Prepared	9,570	4.54
SERVICE DELI PASTRAMI	Conventional	Prepared	9,570	6.03

## SELF-SERVICE DELI - DOLLARS EACH

Prepared

SELF-SERVICE DELI TUB/POUCH 16 OUNCES	Conventional	Prepared	9,570	5.03
SELF-SERVICE DELI TUB/POUCH 7-10 OUNCES	Conventional	Prepared	9,570	4.63

## NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,058	24.2%	45,214

Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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## WHOLE - DOLLARS PER LB

Fresh

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	2,444	1.59 - 1.59	1.49 - 1.94	1.68
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	1,222		5.18 - 5.63	5.32
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	1,222		1.49 - 1.94	1.63

Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	2,444		1.39 - 1.84	1.53
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## PARTS - DOLLARS PER LB

Fresh

BREAST TENDERS	Conventional	Fresh	1,222		1.19 - 1.64	1.33
BREAST TENDERS, MARINATED	Conventional	Fresh	1,222		1.29 - 1.74	1.43
BREAST, CUTLETS	Conventional	Fresh	1,222		2.39 - 2.84	2.53



BREAST, SPLIT BONE-IN	Conventional	Fresh	1,222	1.09 - 1.54	1.23
BREAST, STRIPS	Conventional	Fresh	1,222	2.09 - 2.54	2.23
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	1,222	2.29 - 2.74	2.43
BREAST, WHOLE BONE-IN	Conventional	Fresh	1,222	1.09 - 1.54	1.23
BREAST, WHOLE BONELESS	Conventional	Fresh	1,222	2.39 - 2.84	2.53
DRUMSTICKS	Conventional	Fresh	1,222	0.89 - 1.34	1.03
DRUMSTICKS, SMOKED	Conventional	Fresh	1,222	1.49 - 1.94	1.63
NECKS	Conventional	Fresh	1,222	0.49 - 0.94	0.63
NECKS, SMOKED	Conventional	Fresh	1,222	0.89 - 1.34	1.03
THIGHS	Conventional	Fresh	1,222	0.89 - 1.34	1.03
WINGS	Conventional	Fresh	1,222	1.89 - 2.34	2.03
WINGS, SMOKED	Conventional	Fresh	1,222	2.00 - 2.45	2.14

## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	1,222	3.89 - 4.34	4.03
GROUND 93% LEAN	Conventional	Fresh	1,222	4.39 - 4.84	4.53
GROUND 93-94% LEAN	Conventional	Fresh	1,222	5.39 - 5.84	5.53
GROUND BREAST	Conventional	Fresh	1,222	5.89 - 6.34	6.03
GROUND BREAST	USDA Organic	Fresh	1,222	9.58 - 10.03	9.72
GROUND PATTIES/BURGERS	Conventional	Fresh	1,222	4.89 - 5.34	5.03
GROUND ROLLS/POUCH	Conventional	Fresh	1,222	2.89 - 3.34	3.03
GROUND SAUSAGE	Conventional	Fresh	1,222	2.89 - 3.34	3.03

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	1,222	7.89 - 8.34	8.03
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	1,222	7.89 - 8.34	8.03
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	1,222	9.90 - 10.35	10.04
SERVICE DELI CAT 1	Pasture Raised	Prepared	1,222	13.59 - 14.04	13.73



SERVICE DELI CAT 2	Conventional	Prepared	1,222	6.40 - 6.85	6.54
SERVICE DELI CAT 3	Conventional	Prepared	1,222	4.89 - 5.34	5.03
SERVICE DELI HAM	Conventional	Prepared	1,222	4.40 - 4.85	4.54
SERVICE DELI PASTRAMI	Conventional	Prepared	1,222	5.89 - 6.34	6.03

SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>					
SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	1,222	4.89 - 5.34	5.03
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	1,222	4.49 - 4.94	4.63

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	7,284	32.8%	88,319

	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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WHOLE - DOLLARS PER LB

<u>Fresh</u>						
WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	4,774	1.59 - 1.59	1.49 - 1.94	1.67
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	2,387		5.18 - 5.63	5.31
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	2,387		1.49 - 1.94	1.62
<u>Frozen</u>						
WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	4,774		1.39 - 1.84	1.52

PARTS - DOLLARS PER LB

<u>Fresh</u>						
BREAST TENDERS	Conventional	Fresh	2,387		1.19 - 1.64	1.32
BREAST TENDERS, MARINATED	Conventional	Fresh	2,387		1.29 - 1.74	1.42
BREAST, CUTLETS	Conventional	Fresh	2,387		2.39 - 2.84	2.52
BREAST, SPLIT BONE-IN	Conventional	Fresh	2,387		1.09 - 1.54	1.22
BREAST, STRIPS	Conventional	Fresh	2,387		2.09 - 2.54	2.22
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	2,387		2.29 - 2.74	2.42



BREAST, WHOLE BONE-IN	Conventional	Fresh	2,387	1.09 - 1.54	1.22
BREAST, WHOLE BONELESS	Conventional	Fresh	2,387	2.39 - 2.84	2.52
DRUMSTICKS	Conventional	Fresh	2,387	0.89 - 1.34	1.02
DRUMSTICKS, SMOKED	Conventional	Fresh	2,387	1.49 - 1.94	1.62
NECKS	Conventional	Fresh	2,387	0.49 - 0.94	0.62
NECKS, SMOKED	Conventional	Fresh	2,387	0.89 - 1.34	1.02
THIGHS	Conventional	Fresh	2,387	0.89 - 1.34	1.02
WINGS	Conventional	Fresh	2,387	1.89 - 2.34	2.02
WINGS, SMOKED	Conventional	Fresh	2,387	2.00 - 2.45	2.13

## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	2,387	3.89 - 4.34	4.02
GROUND 93% LEAN	Conventional	Fresh	2,387	4.39 - 4.84	4.52
GROUND 93-94% LEAN	Conventional	Fresh	2,387	5.39 - 5.84	5.52
GROUND BREAST	Conventional	Fresh	2,387	5.89 - 6.34	6.02
GROUND BREAST	USDA Organic	Fresh	2,387	9.58 - 10.03	9.71
GROUND PATTIES/BURGERS	Conventional	Fresh	2,387	4.89 - 5.34	5.02
GROUND ROLLS/POUCH	Conventional	Fresh	2,387	2.89 - 3.34	3.02
GROUND SAUSAGE	Conventional	Fresh	2,387	2.89 - 3.34	3.02

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	2,387	7.89 - 8.34	8.02
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	2,387	7.89 - 8.34	8.02
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	2,387	9.90 - 10.35	10.03
SERVICE DELI CAT 1	Pasture Raised	Prepared	2,387	13.59 - 14.04	13.72
SERVICE DELI CAT 2	Conventional	Prepared	2,387	6.40 - 6.85	6.53
SERVICE DELI CAT 3	Conventional	Prepared	2,387	4.89 - 5.34	5.02
SERVICE DELI HAM	Conventional	Prepared	2,387	4.40 - 4.85	4.53



SERVICE DELI PASTRAMI	Conventional	Prepared	2,387	5.89 - 6.34	6.02
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**SELF-SERVICE DELI - DOLLARS EACH**

<u>Prepared</u>					
SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	2,387	4.89 - 5.34	5.02
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	2,387	4.49 - 4.94	4.62

**MIDWEST REGION (IA, IL, IN, KY, MI, MN, NE, OH, SD, WI)****METRICS**

	Total Outlets	Feature Rate	Activity Index
Current Week	5,600	43.9%	90,983

	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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**WHOLE - DOLLARS PER LB**

<u>Fresh</u>						
WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	4,658	1.59 - 1.59	1.49 - 1.94	1.67
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	2,329		5.18 - 5.63	5.31
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	2,329		1.49 - 1.94	1.62

Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	4,658		1.39 - 1.84	1.52
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**PARTS - DOLLARS PER LB**

<u>Fresh</u>						
BREAST TENDERS	Conventional	Fresh	2,329		1.19 - 1.64	1.32
BREAST TENDERS, MARINATED	Conventional	Fresh	2,329		1.29 - 1.74	1.42
BREAST, CUTLETS	Conventional	Fresh	2,329		2.39 - 2.84	2.52
BREAST, SPLIT BONE-IN	Conventional	Fresh	2,329		1.09 - 1.54	1.22
BREAST, STRIPS	Conventional	Fresh	2,329		2.09 - 2.54	2.22
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	2,329		2.29 - 2.74	2.42
BREAST, WHOLE BONE-IN	Conventional	Fresh	2,329		1.09 - 1.54	1.22
BREAST, WHOLE BONELESS	Conventional	Fresh	2,329		2.39 - 2.84	2.52
DRUMSTICKS	Conventional	Fresh	2,329		0.89 - 1.34	1.02



DRUMSTICKS, SMOKED	Conventional	Fresh	2,329	1.49 - 1.94	1.62
NECKS	Conventional	Fresh	2,329	0.49 - 0.94	0.62
NECKS, SMOKED	Conventional	Fresh	2,329	0.89 - 1.34	1.02
THIGHS	Conventional	Fresh	2,329	0.89 - 1.34	1.02
WINGS	Conventional	Fresh	2,329	1.89 - 2.34	2.02
WINGS, SMOKED	Conventional	Fresh	2,329	2.00 - 2.45	2.13

## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	2,329	3.89 - 4.34	4.02
GROUND 93% LEAN	Conventional	Fresh	2,329	4.39 - 4.84	4.52
GROUND 93-94% LEAN	Conventional	Fresh	2,329	5.39 - 5.84	5.52
GROUND BREAST	Conventional	Fresh	2,329	5.89 - 6.34	6.02
GROUND BREAST	USDA Organic	Fresh	2,329	9.58 - 10.03	9.71
GROUND PATTIES/BURGERS	Conventional	Fresh	2,329	4.89 - 5.34	5.02
GROUND ROLLS/POUCH	Conventional	Fresh	2,329	2.89 - 3.34	3.02
GROUND SAUSAGE	Conventional	Fresh	2,329	2.89 - 3.34	3.02

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	2,329	7.89 - 8.34	8.02
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	2,329	7.89 - 8.34	8.02
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	2,329	9.90 - 10.35	10.03
SERVICE DELI CAT 1	Pasture Raised	Prepared	2,329	13.59 - 14.04	13.72
SERVICE DELI CAT 2	Conventional	Prepared	2,329	6.40 - 6.85	6.53
SERVICE DELI CAT 3	Conventional	Prepared	2,329	4.89 - 5.34	5.02
SERVICE DELI HAM	Conventional	Prepared	2,329	4.40 - 4.85	4.53
SERVICE DELI PASTRAMI	Conventional	Prepared	2,329	5.89 - 6.34	6.02





## SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>						
SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	2,329		4.89 - 5.34	5.02
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	2,329		4.49 - 4.94	4.62

## SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

METRICS

	Total Outlets	Feature Rate	Activity Index			
Current Week	4,892	37.3%	67,451			

	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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## WHOLE - DOLLARS PER LB

<u>Fresh</u>						
WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	3,646	1.59 - 1.59	1.49 - 1.94	1.65
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	1,823		5.18 - 5.63	5.29
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	1,823		1.49 - 1.94	1.60

Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	3,646		1.39 - 1.84	1.50
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## PARTS - DOLLARS PER LB

<u>Fresh</u>						
BREAST TENDERS	Conventional	Fresh	1,823		1.19 - 1.64	1.30
BREAST TENDERS, MARINATED	Conventional	Fresh	1,823		1.29 - 1.74	1.40
BREAST, CUTLETS	Conventional	Fresh	1,823		2.39 - 2.84	2.50
BREAST, SPLIT BONE-IN	Conventional	Fresh	1,823		1.09 - 1.54	1.20
BREAST, STRIPS	Conventional	Fresh	1,823		2.09 - 2.54	2.20
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	1,823		2.29 - 2.74	2.40
BREAST, WHOLE BONE-IN	Conventional	Fresh	1,823		1.09 - 1.54	1.20
BREAST, WHOLE BONELESS	Conventional	Fresh	1,823		2.39 - 2.84	2.50
DRUMSTICKS	Conventional	Fresh	1,823		0.89 - 1.34	1.00
DRUMSTICKS, SMOKED	Conventional	Fresh	1,823		1.49 - 1.94	1.60
NECKS	Conventional	Fresh	1,823		0.49 - 0.94	0.60
NECKS, SMOKED	Conventional	Fresh	1,823		0.89 - 1.34	1.00



THIGHS	Conventional	Fresh	1,823	0.89 - 1.34	1.00
WINGS	Conventional	Fresh	1,823	1.89 - 2.34	2.00
WINGS, SMOKED	Conventional	Fresh	1,823	2.00 - 2.45	2.11

## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	1,823	3.89 - 4.34	4.00
GROUND 93% LEAN	Conventional	Fresh	1,823	4.39 - 4.84	4.50
GROUND 93-94% LEAN	Conventional	Fresh	1,823	5.39 - 5.84	5.50
GROUND BREAST	Conventional	Fresh	1,823	5.89 - 6.34	6.00
GROUND BREAST	USDA Organic	Fresh	1,823	9.58 - 10.03	9.69
GROUND PATTIES/BURGERS	Conventional	Fresh	1,823	4.89 - 5.34	5.00
GROUND ROLLS/POUCH	Conventional	Fresh	1,823	2.89 - 3.34	3.00
GROUND SAUSAGE	Conventional	Fresh	1,823	2.89 - 3.34	3.00

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	1,823	7.89 - 8.34	8.00
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	1,823	7.89 - 8.34	8.00
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	1,823	9.90 - 10.35	10.01
SERVICE DELI CAT 1	Pasture Raised	Prepared	1,823	13.59 - 14.04	13.70
SERVICE DELI CAT 2	Conventional	Prepared	1,823	6.40 - 6.85	6.51
SERVICE DELI CAT 3	Conventional	Prepared	1,823	4.89 - 5.34	5.00
SERVICE DELI HAM	Conventional	Prepared	1,823	4.40 - 4.85	4.51
SERVICE DELI PASTRAMI	Conventional	Prepared	1,823	5.89 - 6.34	6.00

## SELF-SERVICE DELI - DOLLARS EACH

Prepared

SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	1,823	4.89 - 5.34	5.00
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	1,823	4.49 - 4.94	4.60

## SOUTHWEST REGION (AZ, CA, NV, UT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	4,342	22.2%	35,705

	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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## WHOLE - DOLLARS PER LB

Fresh

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	1,930	1.59 - 1.59	1.49 - 1.94	1.75
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	965		5.18 - 5.63	5.39
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	965		1.49 - 1.94	1.70

Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	1,930		1.39 - 1.84	1.60
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## PARTS - DOLLARS PER LB

Fresh

BREAST TENDERS	Conventional	Fresh	965		1.19 - 1.64	1.40
BREAST TENDERS, MARINATED	Conventional	Fresh	965		1.29 - 1.74	1.50
BREAST, CUTLETS	Conventional	Fresh	965		2.39 - 2.84	2.60
BREAST, SPLIT BONE-IN	Conventional	Fresh	965		1.09 - 1.54	1.30
BREAST, STRIPS	Conventional	Fresh	965		2.09 - 2.54	2.30
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	965		2.29 - 2.74	2.50
BREAST, WHOLE BONE-IN	Conventional	Fresh	965		1.09 - 1.54	1.30
BREAST, WHOLE BONELESS	Conventional	Fresh	965		2.39 - 2.84	2.60
DRUMSTICKS	Conventional	Fresh	965		0.89 - 1.34	1.10
DRUMSTICKS, SMOKED	Conventional	Fresh	965		1.49 - 1.94	1.70
NECKS	Conventional	Fresh	965		0.49 - 0.94	0.70
NECKS, SMOKED	Conventional	Fresh	965		0.89 - 1.34	1.10
THIGHS	Conventional	Fresh	965		0.89 - 1.34	1.10



WINGS	Conventional	Fresh	965	1.89 - 2.34	2.10
WINGS, SMOKED	Conventional	Fresh	965	2.00 - 2.45	2.21

## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	965	3.89 - 4.34	4.10
GROUND 93% LEAN	Conventional	Fresh	965	4.39 - 4.84	4.60
GROUND 93-94% LEAN	Conventional	Fresh	965	5.39 - 5.84	5.60
GROUND BREAST	Conventional	Fresh	965	5.89 - 6.34	6.10
GROUND BREAST	USDA Organic	Fresh	965	9.58 - 10.03	9.79
GROUND PATTIES/BURGERS	Conventional	Fresh	965	4.89 - 5.34	5.10
GROUND ROLLS/POUCH	Conventional	Fresh	965	2.89 - 3.34	3.10
GROUND SAUSAGE	Conventional	Fresh	965	2.89 - 3.34	3.10

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	965	7.89 - 8.34	8.10
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	965	7.89 - 8.34	8.10
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	965	9.90 - 10.35	10.11
SERVICE DELI CAT 1	Pasture Raised	Prepared	965	13.59 - 14.04	13.80
SERVICE DELI CAT 2	Conventional	Prepared	965	6.40 - 6.85	6.61
SERVICE DELI CAT 3	Conventional	Prepared	965	4.89 - 5.34	5.10
SERVICE DELI HAM	Conventional	Prepared	965	4.40 - 4.85	4.61
SERVICE DELI PASTRAMI	Conventional	Prepared	965	5.89 - 6.34	6.10

## SELF-SERVICE DELI - DOLLARS EACH

Prepared

SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	965	4.89 - 5.34	5.10
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SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	965	4.49 - 4.94	4.70
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NORTHWEST REGION (ID, MT, OR, WA, WY)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	1,452	50.4%	27,084

Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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WHOLE - DOLLARS PER LB

Fresh						
WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	1,464	1.64 - 1.64	1.54 - 1.94	1.78
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	732		5.23 - 5.63	5.42
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	732		1.54 - 1.94	1.73

<u>Frozen</u>					
WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	1,464	1.44 - 1.84	1.63

PARTS - DOLLARS PER LB

Fresh					
BREAST TENDERS	Conventional	Fresh	732	1.24 - 1.64	1.43
BREAST TENDERS, MARINATED	Conventional	Fresh	732	1.34 - 1.74	1.53
BREAST, CUTLETS	Conventional	Fresh	732	2.44 - 2.84	2.63
BREAST, SPLIT BONE-IN	Conventional	Fresh	732	1.14 - 1.54	1.33
BREAST, STRIPS	Conventional	Fresh	732	2.14 - 2.54	2.33
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	732	2.34 - 2.74	2.53
BREAST, WHOLE BONE-IN	Conventional	Fresh	732	1.14 - 1.54	1.33
BREAST, WHOLE BONELESS	Conventional	Fresh	732	2.44 - 2.84	2.63
DRUMSTICKS	Conventional	Fresh	732	0.94 - 1.34	1.13
DRUMSTICKS, SMOKED	Conventional	Fresh	732	1.54 - 1.94	1.73
NECKS	Conventional	Fresh	732	0.54 - 0.94	0.73
NECKS, SMOKED	Conventional	Fresh	732	0.94 - 1.34	1.13
THIGHS	Conventional	Fresh	732	0.94 - 1.34	1.13
WINGS	Conventional	Fresh	732	1.94 - 2.34	2.13
WINGS, SMOKED	Conventional	Fresh	732	2.05 - 2.45	2.24



## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	732	3.94 - 4.34	4.13
GROUND 93% LEAN	Conventional	Fresh	732	4.44 - 4.84	4.63
GROUND 93-94% LEAN	Conventional	Fresh	732	5.44 - 5.84	5.63
GROUND BREAST	Conventional	Fresh	732	5.94 - 6.34	6.13
GROUND BREAST	USDA Organic	Fresh	732	9.63 - 10.03	9.82
GROUND PATTIES/BURGERS	Conventional	Fresh	732	4.94 - 5.34	5.13
GROUND ROLLS/POUCH	Conventional	Fresh	732	2.94 - 3.34	3.13
GROUND SAUSAGE	Conventional	Fresh	732	2.94 - 3.34	3.13

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	732	7.94 - 8.34	8.13
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	732	7.94 - 8.34	8.13
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	732	9.95 - 10.35	10.14
SERVICE DELI CAT 1	Pasture Raised	Prepared	732	13.64 - 14.04	13.83
SERVICE DELI CAT 2	Conventional	Prepared	732	6.45 - 6.85	6.64
SERVICE DELI CAT 3	Conventional	Prepared	732	4.94 - 5.34	5.13
SERVICE DELI HAM	Conventional	Prepared	732	4.45 - 4.85	4.64
SERVICE DELI PASTRAMI	Conventional	Prepared	732	5.94 - 6.34	6.13

## SELF-SERVICE DELI - DOLLARS EACH

Prepared

SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	732	4.94 - 5.34	5.13
SELF-SERVICE DELI TUB/POUCH 7- 10 ounces	Conventional	Prepared	732	4.54 - 4.94	4.73



## ALASKA (AK)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	79	50.6%	1,480

	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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## WHOLE - DOLLARS PER LB

Fresh

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	80	1.64 - 1.64	1.54 - 1.94	1.66
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	40		5.23 - 5.63	5.30
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	40		1.54 - 1.94	1.61

Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	80		1.44 - 1.84	1.51
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## PARTS - DOLLARS PER LB

Fresh

BREAST TENDERS	Conventional	Fresh	40		1.24 - 1.64	1.31
BREAST TENDERS, MARINATED	Conventional	Fresh	40		1.34 - 1.74	1.41
BREAST, CUTLETS	Conventional	Fresh	40		2.44 - 2.84	2.51
BREAST, SPLIT BONE-IN	Conventional	Fresh	40		1.14 - 1.54	1.21
BREAST, STRIPS	Conventional	Fresh	40		2.14 - 2.54	2.21
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	40		2.34 - 2.74	2.41
BREAST, WHOLE BONE-IN	Conventional	Fresh	40		1.14 - 1.54	1.21
BREAST, WHOLE BONELESS	Conventional	Fresh	40		2.44 - 2.84	2.51
DRUMSTICKS	Conventional	Fresh	40		0.94 - 1.34	1.01
DRUMSTICKS, SMOKED	Conventional	Fresh	40		1.54 - 1.94	1.61
NECKS	Conventional	Fresh	40		0.54 - 0.94	0.61
NECKS, SMOKED	Conventional	Fresh	40		0.94 - 1.34	1.01
THIGHS	Conventional	Fresh	40		0.94 - 1.34	1.01
WINGS	Conventional	Fresh	40		1.94 - 2.34	2.01
WINGS, SMOKED	Conventional	Fresh	40		2.05 - 2.45	2.12

## GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	40	3.94 - 4.34	4.01
GROUND 93% LEAN	Conventional	Fresh	40	4.44 - 4.84	4.51
GROUND 93-94% LEAN	Conventional	Fresh	40	5.44 - 5.84	5.51
GROUND BREAST	Conventional	Fresh	40	5.94 - 6.34	6.01
GROUND BREAST	USDA Organic	Fresh	40	9.63 - 10.03	9.70
GROUND PATTIES/BURGERS	Conventional	Fresh	40	4.94 - 5.34	5.01
GROUND ROLLS/POUCH	Conventional	Fresh	40	2.94 - 3.34	3.01
GROUND SAUSAGE	Conventional	Fresh	40	2.94 - 3.34	3.01

## PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	40	7.94 - 8.34	8.01
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## PREPARED - DOLLARS PER LB

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	40	7.94 - 8.34	8.01
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## SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	40	9.95 - 10.35	10.02
SERVICE DELI CAT 1	Pasture Raised	Prepared	40	13.64 - 14.04	13.71
SERVICE DELI CAT 2	Conventional	Prepared	40	6.45 - 6.85	6.52
SERVICE DELI CAT 3	Conventional	Prepared	40	4.94 - 5.34	5.01
SERVICE DELI HAM	Conventional	Prepared	40	4.45 - 4.85	4.52
SERVICE DELI PASTRAMI	Conventional	Prepared	40	5.94 - 6.34	6.01

## SELF-SERVICE DELI - DOLLARS EACH

Prepared

SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	40	4.94 - 5.34	5.01
SELF-SERVICE DELI TUB/POUCH 7- 10 ounces	Conventional	Prepared	40	4.54 - 4.94	4.61

## HAWAII (HI)



**METRICS**

	Total Outlets	Feature Rate	Activity Index
Current Week	113	63.7%	2,664

	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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**WHOLE - DOLLARS PER LB**Fresh

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	144	1.64 - 1.64	1.54 - 1.94	1.73
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	72		5.23 - 5.63	5.37
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	72		1.54 - 1.94	1.68

Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	144		1.44 - 1.84	1.58
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**PARTS - DOLLARS PER LB**Fresh

BREAST TENDERS	Conventional	Fresh	72		1.24 - 1.64	1.38
BREAST TENDERS, MARINATED	Conventional	Fresh	72		1.34 - 1.74	1.48
BREAST, CUTLETS	Conventional	Fresh	72		2.44 - 2.84	2.58
BREAST, SPLIT BONE-IN	Conventional	Fresh	72		1.14 - 1.54	1.28
BREAST, STRIPS	Conventional	Fresh	72		2.14 - 2.54	2.28
BREAST, THIN SLICED CUTLETS	Conventional	Fresh	72		2.34 - 2.74	2.48
BREAST, WHOLE BONE-IN	Conventional	Fresh	72		1.14 - 1.54	1.28
BREAST, WHOLE BONELESS	Conventional	Fresh	72		2.44 - 2.84	2.58
DRUMSTICKS	Conventional	Fresh	72		0.94 - 1.34	1.08
DRUMSTICKS, SMOKED	Conventional	Fresh	72		1.54 - 1.94	1.68
NECKS	Conventional	Fresh	72		0.54 - 0.94	0.68
NECKS, SMOKED	Conventional	Fresh	72		0.94 - 1.34	1.08
THIGHS	Conventional	Fresh	72		0.94 - 1.34	1.08
WINGS	Conventional	Fresh	72		1.94 - 2.34	2.08
WINGS, SMOKED	Conventional	Fresh	72		2.05 - 2.45	2.19

**GROUND - DOLLARS PER LB**Fresh

GROUND 85% LEAN	Conventional	Fresh	72		3.94 - 4.34	4.08
GROUND 93% LEAN	Conventional	Fresh	72		4.44 - 4.84	4.58



GROUND 93-94% LEAN	Conventional	Fresh	72	5.44 - 5.84	5.58
GROUND BREAST	Conventional	Fresh	72	5.94 - 6.34	6.08
GROUND BREAST	USDA Organic	Fresh	72	9.63 - 10.03	9.77
GROUND PATTIES/BURGERS	Conventional	Fresh	72	4.94 - 5.34	5.08
GROUND ROLLS/POUCH	Conventional	Fresh	72	2.94 - 3.34	3.08
GROUND SAUSAGE	Conventional	Fresh	72	2.94 - 3.34	3.08

**PREPARED - DOLLARS EACH**

<u>Prepared</u>					
BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared	72	7.94 - 8.34	8.08

**PREPARED - DOLLARS PER LB**

<u>Prepared</u>					
BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	72	7.94 - 8.34	8.08

**SERVICE DELI - DOLLARS PER LB**

<u>Prepared</u>					
SERVICE DELI CAT 1	Conventional	Prepared	72	9.95 - 10.35	10.09
SERVICE DELI CAT 1	Pasture Raised	Prepared	72	13.64 - 14.04	13.78
SERVICE DELI CAT 2	Conventional	Prepared	72	6.45 - 6.85	6.59
SERVICE DELI CAT 3	Conventional	Prepared	72	4.94 - 5.34	5.08
SERVICE DELI HAM	Conventional	Prepared	72	4.45 - 4.85	4.59
SERVICE DELI PASTRAMI	Conventional	Prepared	72	5.94 - 6.34	6.08

**SELF-SERVICE DELI - DOLLARS EACH**

<u>Prepared</u>					
SELF-SERVICE DELI TUB/POUCH 16 ounces	Conventional	Prepared	72	4.94 - 5.34	5.08
SELF-SERVICE DELI TUB/POUCH 7- 10 ounces	Conventional	Prepared	72	4.54 - 4.94	4.68



**Foot Notes:**

**FEATURE RATE:** the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

**ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

**STORES/AVG:** the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

**BRANDED:** includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs.

**NON-LABELED/OTHER:** Beef cuts advertised without a USDA Quality Grade.

**USDA Certified Organic** are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. **Local:** Featured items labeled as "Local". **Grass Fed:** Featured items labeled as "Grass Fed".

Click here to view the Local and Organic Premium Report: <https://mymarketnews.ams.usda.gov/viewReport/2172>